

SALES MISSION TO INDIA 2006

March 12-19, 2006



USDA/FAS TRADE MISSION TO NEW DELHI, MUMBAI, AND BANGALORE

(Space limited to 10 companies)

WHY GO TO INDIA?

- India's imports of consumer-oriented foods from the United States have grown at an average annual rate of 22 percent for the last six years. Imports topped \$140 million in 2004.
- There is a growing middle class, estimated to be around 150-200 million people, of which 20 to 50 million can afford to purchase imported products frequently.
- Many Indians have worked or attended school in the United States, and have acquired a taste for U.S. products.
- Indians regard U.S. products as being high quality and safe.
- Urbanization, the number of dual-income couples, consumer health awareness, and the expense of domestic help are driving sales of imported consumer-oriented foods.
- Western-style coffee chains and quick service restaurants are fueling demand for consumer-oriented foods and food ingredients.
- The retail sector is consolidating and supermarkets are becoming more prevalent in urban areas.
- The food processing industry is growing and is looking for quality ingredients.

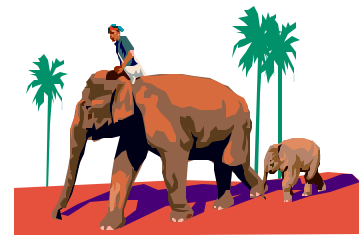
Call Shani at (202) 720-2075 for more information.

BEST PRODUCT PROSPECTS:

- Dried fruits
- Nuts
- Sauces and spreads
- Snack foods
- Dressings
- Fruit juices
- Fresh fruits such as apples, pears, grapes, and cherries
- Jams and jelly
- Cookies and biscuits
- Breakfast cereals
- Chocolate, candy, confectionary
- Cake mixes
- Coffee and bar syrups
- Baby food
- Canned fruits and vegetables
- Frozen potato products
- Condiments and seasonings
- Other consumer-oriented products

ABOUT INDIA

India is the second most populous country in the world with a population of 1.1 billion. In landmass, it is about 1/3 of the size of the United States. India is extremely diverse with over 15 official languages, 48 administrative "states," many religions, terrains, and climates.



The economy is growing rapidly, and is expected to double by 2010. If current projections hold, India will be the third largest economy in the world by 2050. There are 27 major metropolitan areas with populations of one million or more. The retail food section is estimated to be \$135 billion and is growing 4 to 5 percent a year.

About Sri Lanka

Sri Lanka is Asia's most open economy. The December 2004 tsunami severely hit the economy. GDP is expected to shrink by 1 percent in 2005, after growing 5.5 percent in 2004. Like India, Sri Lanka is becoming increasingly urbanized with more dual income families driving demand for convenience foods. Tourism is becoming more important and the hospitality sector needs more imported food and food ingredients. The retail market is estimated to be \$30 million. Consumer-ready food imports from the United States more than doubled from \$2.5 million in 2003 to \$5.5 million in 2004, with 2005 year-to-date sales looking equally promising.

About Bangladesh

Largely Muslim with a population of 135 million, Bangladeshis are mostly non-vegetarian and have a preference for Halal meat. There is a middle class of 12-

15 million people who regard U.S. foods as being high quality. As in India and Sri Lanka, urbanization, consolidation in the retail sector, and dual income families are increasing acceptance of packaged products. Bangladesh imported about \$4.9 million in consumer-ready foods from the US in 2004.

WHY GO ON AN FAS TRADE MISSION? IN JUST EIGHT DAYS, YOU WILL:

- Meet with buyers from India, Bangladesh, and Sri Lanka.
- Go on guided tours of supermarkets and retail outlets.
- Meet informally with major buyers at a reception hosted by FAS.
- Exhibit your products at a product display to qualified trading partners.
- Have at least 10 prearranged meetings with top importers, supermarket buyers, chefs, and food and beverage managers who are interested in your product line.
- Learn about the South Asian market and how to do business there.

Application Deadline: January 10, 2006 (application form by request)

Cost: ~~\$1,350.00~~ **\$1,000.00** if you sign up by October 15!

(Fee includes all mission activities and airfare. The fee does not cover hotel, meals, or incidental expenses.)

Eligible expenses are reimbursable through the MAP branded program, administered by commodity organizations and state regional trade groups.

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Schedule
Subject to Change



Delhi



Sunday, March 12 <i>(First Day of Mission)</i> 9:30 - 10:30 a.m. 11:00 - 12:30 2:00 - 7:00 p.m.	Arrive New Delhi by early a.m. Brief orientation meeting at hotel Visit AAHAR 2006 Show Retail market visits and City tour
Monday, Mar 13 8:30 - 10:00 a.m. 10:30 a.m. - 5:30 p.m. 7:00 p.m. - 9:00 p.m.	Country briefing at the U.S. Embassy Product display and one-on-one meetings Reception
Tuesday, Mar 14	Retail/Hospitality site tours in Agra
Wednesday, Mar 15	Depart for Bangalore

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Bangalore



Wednesday, Mar 15 2:00 - 5:00 p.m. 7:00 - 9:00 p.m.	Arrive Bangalore Retail visit and meeting at Nilgiri's Dinner meeting and product display
Thursday, Mar 16 9:00 a.m. - 3:00 p.m.	Store visits and meetings with Foodworld, Metro and other retailers. Depart Bangalore for Mumbai

Mumbai



Thursday, Mar 16	Arrive Mumbai
Friday, Mar 17 9:30 a.m. - 4:30 p.m. 7:00 - 9:00 p.m.	Product Display and one-on-one meetings Reception
Saturday, Mar 18 8:30 a.m. - 5:00 p.m.	Retail market visits and City tour
Sunday, Mar 19	Evaluations and feedback Mission ends.

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